The Fifth Estate

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Broadcasting Apr 2

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MUST PAY

Broadcasting Apr 2

Vol. 118 No. 14

43/ If carry/must pay bill introduced

Senator Daniel Inouye introduces bill, which is topic of Communications Subcommittee hearing, but stops short of endorsing it. Legislation is widely

NCTA's Jim Mooney with CBS's Jay Kriegel at Senate hearing

supported by broadcasters, called "brutally anticonsumer" by cable. Hearing also focuses on cable reregulation as senators prepare to move bill.

48/ FCC on the record

Five FCC commissioners share their views on key upcoming issues: expanded AM band; abuse of process; FM translators; cable reregulation; telco entry; and indecency.

63/ NAB '90 in Atlanta

Broadcasting industry goes to Atlanta for National Association of Broadcasters' convention at Georgia World Congress Center. Among highlights are state of industry address by NAB President Eddie Fritts and President George Bush's first appearance at NAB convention. (Convention agenda; listing of exhibitors and hospitality suites begin on page 64.)

44/ **MR. KRIEGEL GOES TO WASHINGTON**
Jay Kriegel's clout at CBS is said to exceed that of everyone but CEO Laurence Tisch, with whom his ties are strong. As head of CBS strategy in Washington, Kriegel is now in thick of broadcasting's battle for must pay.

50/ **TV MARTI LAUNCH**
TV Marti goes on air. Cuba jams signal within minutes and says that in future it will "prevent any new attempt to use our radio-electric spectrum by force."

51/ **AS CABLE SEES IT**
On eve of NAB convention, James Mooney, president of National Cable Television Association, explores prospects for agreement between broadcasting and cable industries.

98/ **MARKET REPORT**
Arbitron's market-by-market prime time TV household rankings confirm NBC's dominance.

102/ **ZODIAC 'WIDGET'**
Zodiac Entertainment will distribute new children's animation show called *Widget* which has cleared in 15 of top 20 markets.

105/ **SUPREME COURT REVIEW**
Supreme Court hears arguments in two cases involving affirmative action policies of FCC that are now mandated by Congress.

106/ **SELLING LOCAL RADIO**
Radio sales staffs put more effort into selling benefits of local and regional campaigns to advertisers.

116/ **HIGHER PROFILE FOR DIGITAL RADIO**
Seminar examines promise of better sound quality from digital radio.

117/ **MUST CARRY AGREEMENT**
NCTA and NAPTS finalize agreement on cable carriage of noncommercial TV services that they will recommend Congress write into stand-alone law.

119/ **CABLE MONTH**
Start of National Cable Month begins with original shows and promotional efforts touting cable's benefits.

35/ **WHERE THINGS STAND**
BROADCASTING's monthly update of key industry issues.

143/ **BROADCASTING RENAISSANCE MAN**
Vetter Communications' Chairman Cyril Vetter is lawyer, entrepreneur and former triathlete. He is also champion of broadcasters' if carry/must pay policy, one he believes will lead to more equitable relationship between broadcast and cable industries.

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BY THE NUMBERS 1

NBC won the prime time ratings race for the 23rd consecutive week (ended March 25), with *Cosby* reappearing in the top spot after a few weeks out of the limelight. And for the second week in a row, Fox had record setting gains on Sunday night. For the first time, the fledgling network had two programs in the top 15 ranked shows—13th-ranked *Married ...with Children* and 14th-ranked *The Simpsons*.

Married captured its Sunday 9 p.m. time period with an average 17 rating/26 share. The three

other networks all programed made-for-television movies from 9 p.m. to 11 p.m., and the closest competition to the Fox show from 9 p.m. to 9:30 p.m. was the first half-hour of NBC's *Old Man and the Sea*, which averaged a 13.7/21.

Married's 8:30 p.m. lead-in, *The Simpsons*, placed second in network competition with a 16.9/25, second only to the second half-hour of CBS's *Murder, She Wrote*, which averaged an

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 26 □ Mar. 19–Mar. 25

Rank/rating		Network	Show
1	▲ 23.2/36	N	*Cosby*
2	22.6/35	A	*Amer. Funniest Videos*
3	22.4/34	A	*Roseanne*
4	▲ 21.1/36	C	*60 Minutes*
5	▲ 20.8/34	N	*A Different World*
6	▼ 20.5/33	N	*Cheers*
7	▼ 20.3/36	N	*Golden Girls*
8	▲ 19.4/34	N	*Empty Nest*
9	▼ 19.3/29	A	*Wonder Years*
10	▼ 18.7/33	N	*L.A. Law*
11	▲ 18.0/28	A	*Coach*
12	▲ 17.4/26	C	*Murder, She Wrote*
13	▲ 17.0/26	F	*Married...With Children*
14	▼ 16.9/25	F	*Simpsons*
14	▲ 16.9/29	N	*Unsolved Mysteries*
16	▼ 16.6/26	N	*Heat of the Night*
17	▲ 16.5/25	N	*Matlock*
18	▲ 16.3/27	N	*Grand*
19	▲ 16.1/29	A	*Full House*
20	▼ 15.7/25	A	*Who's the Boss?*
21	▲ 15.0/30	N	*Hunter*
22	▲ 14.9/24	N	*Sunday Movie: Old Man*
23	▲ 14.8/26	A	*Family Matters*
24	▼ 14.5/22	C	*Murphy Brown*
25	▼ 14.4/22	C	*Designing Women*
25	▲ 14.4/25	A	*Perfect Strangers*
27	14.1/23	A	*American Comedy Awards*
27	▼ 14.1/24	A	*Growing Pains*
29	▲ 14.0/23	N	*Night Court*
30	▼ 13.5/22	A	*Doogie Howser, M.D.*
31	13.1/24	N	*Family for Joe Special*
31	▲ 13.1/24	N	*ALF*
31	▼ 13.1/20	N	*Hogan Family*
31	▲ 13.1/22	A	*Just the 10 of Us*
31	▲ 13.1/21	A	*MacGyver*
36	13.0/19	A	*Doogie Howser, M.D. Special*
36	▼ 13.0/22	A	*Head of the Class*
36	▼ 13.0/20	C	*Rescue: 911*
36	▲ 13.0/23	A	*thirtysomething*
40	12.6/22	N	*Fri. Movie: Too Good*
40	▼ 12.6/21	C	*Newhart*
42	▼ 12.3/20	N	*Monday Movie: Phantom, Pt.2*
43	▼ 12.2/20	C	*Major Dad*
44	▼ 12.1/20	C	*Jake and the Fatman*
45	11.9/21	N	*Midnight Caller*
45	▼ 11.9/22	A	*20/20*
47	▼ 11.4/19	A	*Sun. Movie: Dangerous Mission*
47	11.4/20	C	*NCAA Basketball*
49	▼ 11.3/18	N	*My Two Dads*
49	▲ 11.3/18	A	*Young Riders*
51	▼ 11.0/18	C	*Sun. Movie: Com. Ground, Pt.1*
52	▲ 10.8/19	N	*Baywatch*
53	10.8/18	A	*Father Dowling*
54	▼ 10.6/20	A	*China Beach*
55	▼ 10.5/18	A	*Anything But Love*
56	▼ 10.4/17	C	*Tuesday Movie: Suspect*
57	10.1/19	N	*News Special: Hollywood*
58	▼ 10.0/18	C	*Hts & Mrs*
59	9.9/17	C	*NCAA Basketball*
60	9.7/22	C	*NCAA Basketball*
60	■	C	*Sydney*
62	9.5/16	A	*Life Goes On*
63	▼ 9.4/15	C	*City*
64	■ 9.3/16	F	*Outsiders*
64	9.3/18	C	*Wiseguy*
66	▲ 8.9/16	A	*Primetime Live*
67	▲ 8.4/15	C	*Paradise*
68	▲ 8.0/12	F	*America's Most Wanted*
68	■ 8.0/14	C	*Normal Life*
70	7.9/13	N	*World of Disney: The Rescue*
70	7.9/14	C	*Tour of Duty*
72	7.8/18	C	*NCAA Basketball*
73	▲ 7.6/14	F	*Totally Hidden Video*
74	▼ 7.1/13	F	*Cops*
75	7.0/14	C	*Sat. with Connie Chung*
76	▼ 6.2/12	A	*Mystery Movie: C. Cromwell*
77	▲ 5.5/9	F	*21 Jump Street*
78	▼ 5.3/10	A	*H.E.L.P.*
79	▼ 5.1/8	F	*Alien Nation*
80	▲ 5.3/8	F	*Booker*
81	▲ 3.8/7	F	*Reporters*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast — —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Mar. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.1	233	99
2	Jeopardy! (King World)	13.0	215	98
3	Star Trek: Next Generation (Paramount)	9.4	204	98
4	Cosby Show (Viacom)	9.0	192	96
5	Entertainment Tonight (Paramount)	8.6	206	93
6	Oprah Winfrey (King World)	8.5	235	98
7	Current Affair (20th Century Fox TV)	8.2	213	98
8	Wheel of Fortune, wknd. (King World)	6.4	177	96
9	Geraldo (Paramount)	5.9	223	99
10	Univ. Pictures Debut Net.	5.8	190	95
11	Star Search (TPE)	5.7	174	91
12	Donahue (Multimedia)	5.6	156	96
13	Family Feud 2 (LBS)	5.3	136	88
13	Mama's Family, syn. (Lorimar)	5.3	105	79
15	Hard Copy (Paramount)	5.1	174	90
15	People's Court (Warner Bros. Domestic TV)	5.1	119	91

The following shows were rated, but not ranked

Wrestling Network	6.7	173	93
World Wrestling Federation (WWF)	9.1	245	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,977	233	5,220
Commercial FM	4,478	694	5,197
Educational FM	1,457	270	1,727
# Total Radio	10,674	1,397	12,231
Commercial VHF TV	549	19	568
Commercial UHF TV	622	186	736
Educational VHF TV	128	8	136
Educational UHF TV	226	26	247
# Total TV	1,446	233	1,679
VHF LPTV	509	385	894
UHF LPTV	457	1,556	1,965
# Total LPTV	787	1,713	2,470
FM translators	1,818	315	2,133
VHF translators	2,728	135	2,847
UHF translators	2,266	403	2,606

CABLE†

Total subscribers	53,236,000
Homes passed	78,000,000
Total systems	9,800
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

18 2/27

The debut of Fox's *The Outsiders* (a special 90-minute airing) at 9:30 p.m. fell more than 6 rating points off its *Married* lead-in in the first half-hour. The show was last in network competition over the full 90 minutes with an average 9/16.

CBS didn't fare any better with two new comedies it debuted Wednesday (March 21) from 8 p.m. to 9 p.m. *Normal Life* at 8 p.m. was last behind *Unsolved Mysteries* and *Growing Pains*. At 8:30 p.m., the network's other new comedy, *Sydney*, was a distant third behind the second half-hour of *Unsolved* and *Head of the Class*.

MarketScope

The tide continued to go out on cable stocks last week as 10 of 11 fell lower despite a slight increase in the overall market as measured by the S&P 500. Among the losers were Jones Intercable, down 11%, TCA Cable TV, down 7%, and Cablevision Systems Corp. (CVC), down 10%. The latter MSO is expected to announce a revised credit agreement this week that will result in slightly higher interest rates and bank fees. The increased facility is said to also give participating banks partial syndication rights. Equipment stocks showed strong movement although not in the same direction. Zenith, jumped 19%, apparently reacting favorably to the FCC's decision to adopt "simulcast" technology as the preferred method of providing high-definition television. Meanwhile, General Instrument fell 12% for the week ending Wednesday. The Dow Jones wire cited concerns that cable operators, notably Tele-Communications Inc., would be cutting back on equipment purchases. Harris Corp. continued its recent move upward, hitting $34, up 17% from four weeks ago. Stocks of group owners were mixed. Park Communications continued its rise and was up 14% over the past two weeks. News Corp. continued its recent slight rebound and increased 5% to 17⅛.

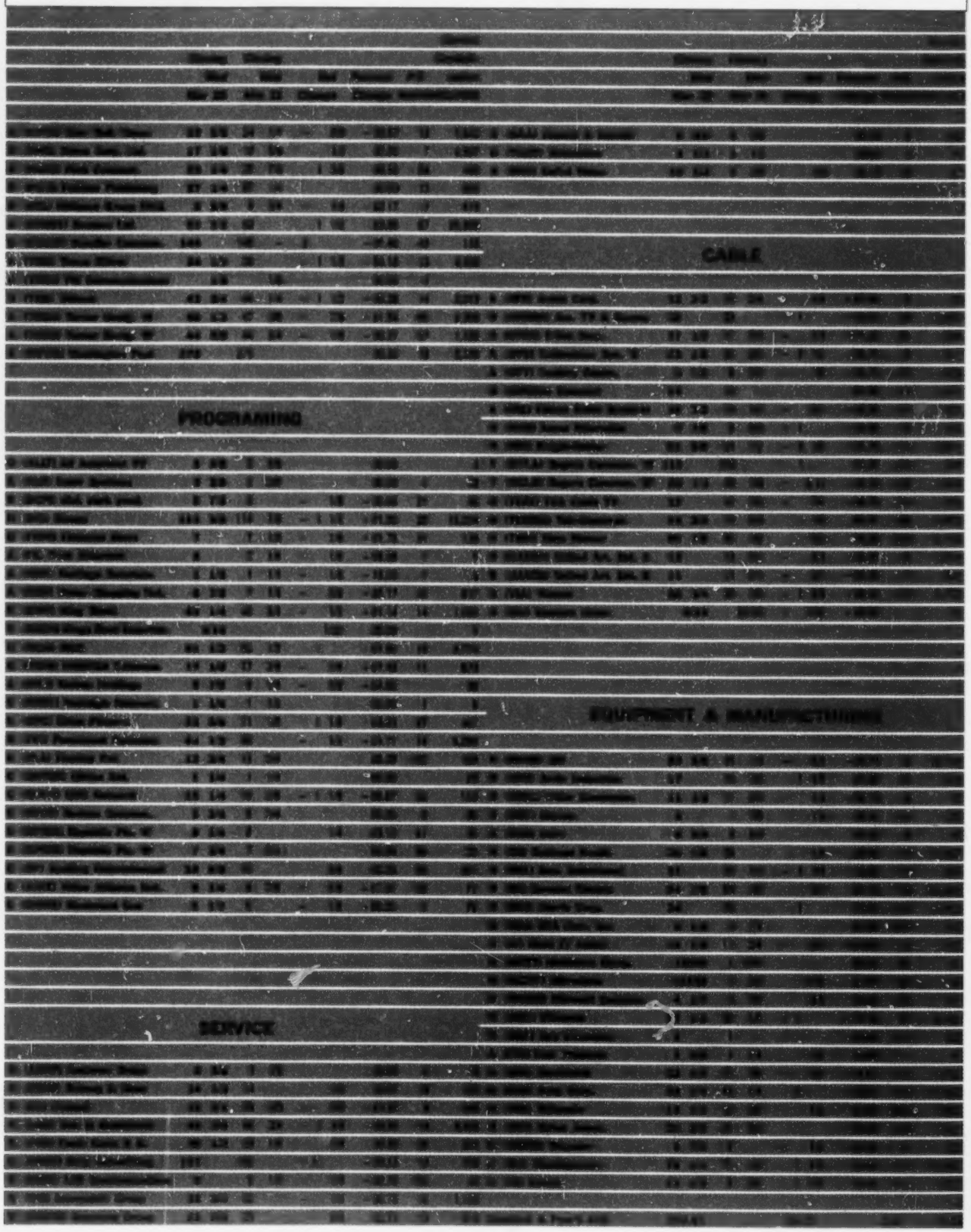
Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Mar 30	Closing Mar 23	Net Change	Percent Change	P/E ratio	Market Capitalization (000)
BROADCASTING						
BROADCASTING WITH OTHER MAJOR INTERESTS						

BY THE NUMBERS 3

STOCK INDEX 2



Bad connection

EDITOR: This is in regard to the March 5 article "Stations hanging up on party lines." We applaud your coverage of the shake out among the unscrupulous 900 number users who have damaged the beginning of what will become a very important new communications medium.

Stations *should* reject all advertising that negatively impacts on their audience, particularly children.

You also should be aware that the business of 900 interactive telephone has yet to emerge. The market for legitimate news coverage and virtually every other targeted kind of audio programing imaginable is already becoming a key part of the landscape. "900" is simply a medium just like radio, television or cable, and the use of this pipeline will be driven by both the market for such services and the basic good instincts of audiences.

In 1990 we predict that, yes, stations will hang up on the sleazy 900 services and get on board a variety of impactful and profitable 900 services. Why not forge a stronger link to your audience and provide new kinds of information services? 900 interactive can do that.—*Henry Kacett, president, The Independent Group of Companies Inc., Union, N.J.*

Thank-you note

EDITOR: I think we'd all agree that if, once or twice, in the formation of our careers we'd had the chance to meet an honest-to-goodness mentor we'd consider ourselves blessed.

In the early 1970's George Moynihan gave me entrance to the halls of Group W. He also gave me several hours of very expensive education. His time.

What's unusual about our meetings was that he had no idea who I was. In fact, I was a student who pulled his name from the BROADCASTING YEARBOOK. I called his office at Group W to ask for an appointment. He (and I'm assuming his secretary was out) answered his phone.

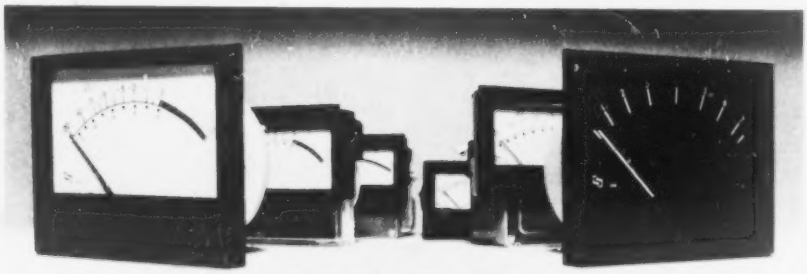
I explained to George that I wanted to work for Group W Radio. There was a brief pause and George said: "Thursday, 2 o'clock." There was no discussion of qualifications nor did he ask what I'd done.

We met. We met a second time. He told me that I wasn't ready for his organization. However, he gave instructions, goals, a strategy for career planning—and a kindness which I'll never forget.

It's impossible that George Moynihan would remember me. It's also impossible that I would ever forget him. I've never worked for Group W. However, George's insight into the possibilities available for a youngster with some level of persistence has always been a guiding light—more than that, a benchmark by which every young man or woman could benefit.

I'm now 39 years old. I'm successful in the entertainment industry. I write, I produce, I direct. I've wanted to say this for quite a number of years: "Thank you, George. You inspired me."

Now that you're a consultant—continue to.—*Stephen Brockelman, Dallas.*



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Market-by-market: NBC sweeps up

According to the market-by-market Arbitron rating books for the February sweeps, NBC's prime time schedule averaged the largest share of TV households per prime time quarter hour in 110 markets, including four ties, followed by ABC, which took 53 markets, including two ties, then CBS with 46 markets, including two ties, and Fox with four markets.

In the top 10 markets, ABC took five (New York, Philadelphia, Boston, Dallas-Fort Worth and Houston), NBC two (Los Angeles and Detroit), Fox two (San Francisco-Oakland-San Jose and Washington), and CBS one (Chicago). The following numbers (expressed in thousands) represent network (or Fox programing) daypart audience estimates for TV households in total survey areas during network prime time (Monday through Saturday, 8-11 p.m., Sunday, 7-11 p.m.). Boldfaced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1990 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron. **-JSE, MKM**

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Abilene-Sweetwater, Tex. (156)	19	16	**25**	—
Albany, Ga. (151)	6	—	**57**	10
Albany-Schenectady-Troy, N.Y. (53)	75	71	**77**	40
Albuquerque, N.M. (50)	63	58	**74**	25
Alexandria, La. (161)	6	—	**39**	—
Alpena, Mich. (209)	—	**6**	—	—
Amarillo, Tex. (118)	**32**	24	25	8
Anniston, Ala. (188)	—	**11**	—	—
Ardmore-Ada, Okla. (173)	22	21	**21**	—
Atlanta (12)	197	208	**252**	107
Augusta, Ga. (110)	**40**	44	58	—
Austin, Tex. (71)	44	**60**	43	26
Bakersfield, Calif. (132)	20	20	**24**	—
Baltimore (22)	142	131	**162**	92
Bangor, Me. (166)	15	**23**	22	—
Baton Rouge (94)	**47**	36	44	—
Beaumont-Port Arthur, Tex. (138)	32	30	**39**	—
Bend, Ore. (204)	—	—	**4**	—
Billings-Hardin, Mont. (166)	11	**14**	13	—
Biloxi-Gulfport-Pascagoula, Miss. (127)	**31**	—	—	11
Binghamton, N.Y. (134)	32	**36**	35	—
Birmingham, Ala. (47)	84	80	**123**	—
Bluefield-Beckley-Oak Hill, W.Va. (144)	28	—	**30**	—
Boise, Idaho (135)	23	20	**27**	16
Boston (6)	**336**	291	333	112
Bowling Green, Ky. (190)	**25**	—	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	53	46	**63**	16
Buffalo, N.Y. (38)	89	79	**105**	32
Burlington-Plattsburgh, Vt. (92)	17	**46**	40	—
Butte, Mont. (185)	—	**10**	8	—
Casper-Riverton, Wyo. (193)	8	7	**14**	—
Cedar Rapids-Waterloo-Dubuque, Iowa (81)	50	45	**55**	3
Charleston, S.C. (106)	34	41	**46**	9
Charleston-Huntington, W.Va. (48)	66	60	**109**	41
Charlotte, N.C. (31)	93	**115**	70	46
Charlottesville, Va. (195)	—	—	**13**	—
Chattanooga (84)	43	43	**58**	11
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo. (189)	—	**8**	—	—
Chicago (3)	**500**	328	474	235
Chico-Redding, Calif. (141)	**27**	19	17	—
Cincinnati (30)	110	113	**125**	74
Clarksburg-Weston, W.Va. (157)	—	**25**	23	—
Cleveland (11)	**267**	203	251	119
Colorado Springs-Pueblo (99)	34	30	**36**	14
Columbia, S.C. (82)	25	35	**82**	18
Columbia-Jefferson City, Mo. (153)	18	22	**32**	—
Columbus, Ga. (119)	**41**	28	20	15
Columbus, Ohio (34)	99	103	**131**	39
Columbus-Tupelo, Miss. (129)	10	29	**54**	—
Corpus Christi, Tex. (122)	**29**	22	28	—
Dallas-Fort Worth (7)	**294**	242	242	91
Davenport, Iowa-Rock Island-Moline, Ill. (78)	48	40	**59**	—
Dayton, Ohio (52)	71	**80**	75	34
Denver (19)	153	118	**173**	59
Des Moines (66)	49	**62**	60	21
Detroit (8)	286	236	**336**	192
Dothan, Ala. (158)	9	**38**	—	—
Duluth, Minn.-Superior, Wis. (125)	**32**	24	30	—
El Centro, Calif.-Yuma, Calif. (178)	8	5	**9**	—
Elmira, N.Y. (167)	11	—	**15**	—
El Paso, Tex. (104)	**41**	28	39	17
Erie, Pa. (139)	27	18	**37**	—
Eugene, Ore. (121)	**28**	25	20	7
Eureka, Calif. (184)	—	6	**7**	—
Evansville, Ind. (93)	55	35	**38**	19
Fargo, N.D. (108)	**31**	27	28	17
Flagstaff, Ariz. (202)	—	—	**6**	—
Fort Smith-Fay., Bay City, Mich. (56)	77	54	**90**	32
Florence, S.C. (140)	21	**46**	—	—
Fort Myers-Naples, Fla. (96)	27	**43**	40	18
Fort Smith, Ark. (155)	24	**28**	20	—
Fort Wayne, Ind. (101)	**45**	34	36	18
Fresno-Visalia, Calif. (62)	**54**	45	53	43
Gainesville, Fla. (164)	**24**	—	—	—
Grand Junction-Durango, Colo. (180)	6	**11**	6	—
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	**94**	71	**94**	48
Great Falls, Mont. (179)	**12**	9	8	8
Green Bay-Appleton, Wis. (67)	**70**	55	66	16
Greensboro-Winston-Salem-High Point, N.C. (39)	74	80	**96**	25
Greenville-New Bern-Washington, N.C. (105)	25	41	**66**	5
Greenville-Asheville-Spartanburg, S.C. (40)	86	94	**122**	35
Greenwood-Greenville, Miss. (148)	**19**	13	—	—
Hagerstown, Md. (190)	—	—	**21**	—
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	59	56	**102**	26
Harrisonburg, Va. (198)	**14**	—	—	—
Hartford-New Haven, Conn. (23)	136	**162**	89	54
Helena, Mont. (207)	—	—	**4**	—
Houston (10)	**242**	177	212	118
Huntsville-Decatur-Florence, Ala. (80)	46	51	**54**	22
Idaho Falls-Pocatello (160)	16	16	**19**	—
Indianapolis (26)	115	107	**123**	50
Jackson, Miss. (86)	23	51	**70**	11
Jackson, Tenn. (181)	**27**	—	—	—
Jacksonville, Fla. (56)	41	**72**	**72**	34
Johnstown-Altoona, Pa. (88)	12	48	**75**	18
Jonesboro, Ark. (174)	**31**	—	—	—
Joplin, Mo.-Pittsburg, Kan. (148)	**30**	26	29	—
Kansas City, Mo. (29)	116	106	**123**	61
Knoxville, Tenn. (64)	61	41	**67**	17
La Crosse-Eau Claire, Wis. (127)	21	24	**41**	5
Lafayette, Ind. (191)	—	**11**	—	—
Lafayette, La. (114)	34	**52**	—	14
Lake Charles, La. (172)	—	—	**35**	5
Lansing, Mich. (103)	—	**44**	41	—
Laredo, Tex. (197)	**4**	2	**4**	—
Las Vegas (91)	29	31	44	**46**
Laurel-Hattiesburg, Miss. (162)	—	7	**30**	—
Lexington, Ky. (70)	44	**56**	51	15
Lima, Ohio (194)	—	—	**20**	—
Lincoln-Hastings-Kearney, Neb. (95)	21	**43**	13	—
Little Rock, Ark. (57)	73	63	**88**	15
Los Angeles (2)	574	502	**615**	538
Louisville, Ky. (46)	61	83	**92**	37
Lubbock, Tex. (150)	15	18	**24**	13
Macon, Ga. (122)	19	**37**	21	—
Madison, Wis. (90)	39	**41**	35	21
Mankato, Minn. (206)	—	**12**	—	—
Marquette, Mich. (182)	—	**19**	—	—
McAllen-Brownsville, Tex. (113)	**24**	21	21	—
Medford, Ore. (152)	15	17	**31**	—

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Memphis (39)	64	96	**136**	22
Meridian, Miss. (176)	**18**	6	7	—
Miami (16)	154	106	**176**	122
Milwaukee (28)	104	93	**128**	55
Minneapolis-St. Paul (13)	169	**190**	158	63
Minot-Bismarck-Dickinson, N.D. (145)	9	25	**29**	—
Missoula, Mont. (171)	—	10	**17**	—
Mobile, Ala.-Pensacola, Fla. (55)	55	68	**80**	28
Monroe, La.-El Dorado, Ark. (120)	18	**46**	32	—
Montgomery-Selma, Ala. (107)	14	32	**75**	17
Nashville (32)	91	124	**147**	25
New Orleans (36)	71	104	**110**	35
New York (1)	1,011	819	964	791
Nrfk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	74	75	**100**	36
North Platte, Neb. (208)	—	—	**6**	—
Odessa-Midland, Tex. (146)	23	19	**25**	8
Oklahoma City (40)	72	84	**96**	27
Omaha (73)	**65**	46	62	26
Orlando-Daytona Beach-Melbourne, Fla. (25)	125	110	**146**	56
Ottumwa, Iowa-Kirksville, Mo. (203)	**19**	—	—	2
Paducah, Ky.-Cape Girardeau, Mo. (76)	37	54	**62**	13
Palm Springs, Calif. (175)	8	—	**9**	—
Panama City, Fla. (169)	12	—	**30**	4
Parkersburg, W.Va. (196)	—	—	**11**	—
Peoria-Bloomington, Ill. (111)	**34**	25	33	15
Philadelphia (4)	**466**	389	430	263
Phoenix (20)	129	140	**141**	73
Pittsburgh (17)	**216**	185	172	74
Portland, Ore. (27)	100	103	**106**	41
Portland-Poland Spring, Me. (74)	**58**	40	46	15
Presque Isle, Me. (201)	—	**6**	—	—
Providence, R.I.-New Bedford, Mass. (44)	89	63	**97**	22
Quincy, Ill.-Hannibal, Mo. (154)	—	23	**31**	—
Raleigh-Durham, N.C. (33)	**95**	91	82	41
Rapid City, S.D. (165)	**24**	4	13	—
Reno (117)	**28**	18	21	12
Richmond, Va. (60)	58	**67**	**67**	26
Roanoke-Lynchburg, Va. (69)	37	63	**64**	6
Rochester-Austin, Minn.-Mason City, Iowa (149)	24	16	**26**	—
Rochester, N.Y. (72)	**56**	44	53	29
Rockford, Ill. (136)	28	22	**35**	11
Sacramento-Stockton, Calif. (21)	121	113	**138**	89
St. Joseph, Mo. (187)	**15**	—	—	—
St. Louis (18)	147	154	**221**	54

ADI (rank)	1989 TSA households (000) ABC	CBS	NBC	Fox
Salinas-Monterey-San Jose, Calif. (109)	**47**	17	38	11
Salisbury, Md. (161)	11	**26**	17	—
Salt Lake City (41)	75	65	**78**	33
San Angelo, Tex. (166)	—	**11**	—	3
San Antonio,Tex. (43)	76	74	**89**	30
San Diego (24)	98	**112**	101	75
San Francisco-Oakland-San Jose (5)	273	252	284	**293**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	**30**	22	23	—
Savannah, Ga. (102)	20	**41**	35	10
Seattle-Tacoma (15)	**170**	136	166	88
Shreveport, La.-Texarkana, Tex. (65)	67	56	**77**	18
Sioux City, Iowa (138)	**35**	11	33	—
Sioux Fals-Mitchell, S.D. (100)	39	**45**	23	2
South Bend-Elkhart, Ind. (85)	45	48	**57**	—
Spokane, Wash. (77)	**45**	40	41	19
Springfield-Decatur-Champaign, Ill. (75)	46	47	**59**	19
Springfield, Mass. (98)	36	—	**40**	—
Springfield, Mo. (83)	29	48	**61**	22
Syracuse, N.Y. (68)	53	**60**	59	18
Tallahassee, Fla.-Thomasville, Ga. (116)	12	**44**	12	6
Tampa-St.Petersburg-Sarasota (14)	184	176	**224**	59
Terre Haute, Ind. (133)	9	30	**35**	—
Toledo, Ohio (63)	56	71	**84**	36
Topeka, Kan. (143)	17	**26**	23	—
Traverse City-Cadillac, Mich. (131)	17	**38**	33	2
Tucson, Ariz. (79)	43	36	**51**	26
Tulsa, Okla. (58)	**77**	67	71	29
Tuscaloosa, Ala. (183)	—	9	—	**27**
Twin Falls, Idaho (200)	—	**8**	3	—
Tyler-Longview, Tex. (124)	**48**	6	17	—
Utica, N.Y. (159)	15	—	**25**	3
Victoria, Tex. (205)	4	—	**8**	—
Waco-Temple, Tex. (97)	24	**46**	42	13
Washington (9)	222	227	247	**258**
Watertown-Carthage, N.Y. (170)	6	**16**	—	—
Wausau-Rhinelander, Wis. (130)	**34**	31	12	—
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	38	75	**80**	40
Wheeling, W.Va.-Steubenville, Ohio (137)	—	33	**37**	—
Wichita-Hutchinson, Kan. (61)	57	61	**62**	19
Wichita Falls, Tex.-Lawton, Okla. (132)	22	21	**26**	9
Wilkes Barre-Scranton, Pa. (54)	**83**	66	82	16
Wilmington, N.C. (146)	25	9	**64**	—
Yakima, Wash. (126)	21	**27**	25	3
Youngstown, Ohio (89)	41	40	**52**	—
Zanesville, Ohio (199)	—	—	**12**	—

PBS poised to take charge of national schedule

"Look at Prime Time" meeting provides producer and station input on how top programing executive, Jennifer Lawson, should use more consolidated money and power

Next October 1, the first day of its 1991 fiscal year, public television will mark the start of a new era. On that day, Jennifer Lawson, executive vice president for national programing and promotion at PBS, will take the helm of the most centralized national program fund and most centralized programing authority in the history of public TV.

At a March 21-23 meeting in Hilton Head, S.C., called "A Look at Prime Time," about 160 noncommercial producers (independent and station-based), funders and programers enjoyed their first shot at suggesting how that authority should be used. And indications are that, however much discord may remain over which programs do and do not reach PBS's national schedule, many of the diverse parties see promise not imagined a year ago.

In the words of PBS President Bruce Christensen, the "Look at Prime Time" meeting proved an opportunity for groups "that have problems with one another's modes of operation" to address differences. "Now it is up to us to pull it together and come up with a plan."

Jennifer Lawson

The plan became PBS's to make when, under pressure from Capitol Hill to debalkanize its decisionmaking, the Corporation for Public Broadcasting, PBS and the National Association of Public Television Stations agreed late last year to create what many have called a "programing czar" (BROADCASTING, Dec. 18, 1989).

Lawson, as PBS's first chief programing executive (CPE), will be in charge of more than $100 million dollars earmarked for both developing and continuing series—a small amount next to the commercial networks' programing kitties, but twice as much as had been previously aggregated under one roof at either PBS or CPB. "The future success and growth of public television," she told BROADCASTING last week, "will require good, centralized planning and management."

A group of independent producers has warned that the centralization opens wide the door to "creeping commercialism" in public TV. In the name of surviving competition from cable services, they say, PBS will betray its mandate to provide "alternative" programing, and public TV's long held value of localism will be threatened.

Nevertheless, independent producer David Hoffman—whose Camden, Me.-based Varied Directions produced documentaries on Adolf Hitler, Jimmy Doolittle and NASA for PBS in 1989 and is now producing *Making Sense of the Sixties* for PBS in 1991—said last week that he was "more optimistic than I was going there [to Hilton Head]. Centralization means to me that public TV can survive" because, he said, Lawson and CPB TV Program Fund Director Donald Marbury "are going to take risks. They're going to make decisions, and anyone's decision is better than no one's. Anyone would rather deal with a king and